



# California Public Utilities Commission Committee on Finance and Administration



## **Report on Strategic Directive 09 Communication and Engagement September 25, 2019**

Terrie Prosper, Director, News and Outreach Office  
Bernard Azevedo, Deputy Executive Director



# Strategic Directive 09

## Communication and Engagement

The CPUC engages in open communication with staff, stakeholders, and members of the public.

Within its jurisdictional authority, the CPUC will:

1. Increase awareness of and engagement in the work of the CPUC, both internally and externally;
2. Communicate the CPUC's role in facilitating the safe, affordable, reliable and environmentally sound delivery of services by regulated entities to diverse stakeholders;
3. Provide the public with accurate information and documents in a timely manner;
4. Support an organization-wide culture and core values through dialogue, critical thinking, learning, innovation, collaboration, and collegiality.





# Strategic Directive 09

## Communication and Engagement

**1) Increase awareness of and engagement in the work of the CPUC, both internally and externally**

2) Communicate the CPUC's role in facilitating the safe, affordable, reliable and environmentally sound delivery of services by regulated entities to diverse stakeholders

3) Provide the public with accurate information and documents in a timely manner

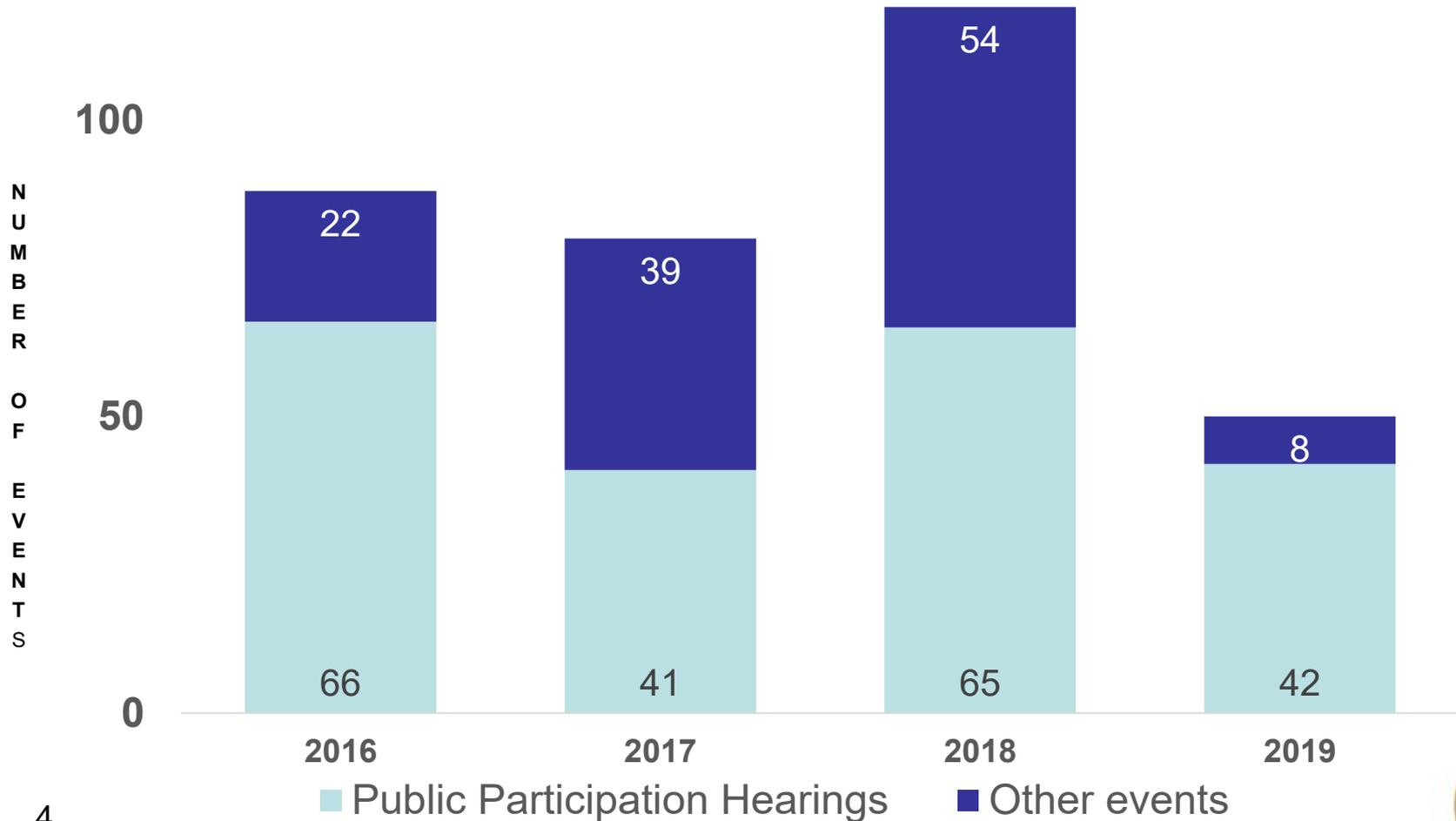
4) Support an organization-wide culture and core values through dialogue, critical thinking, learning, innovation, collaboration, and collegiality





# 1) Increase Awareness & Engagement

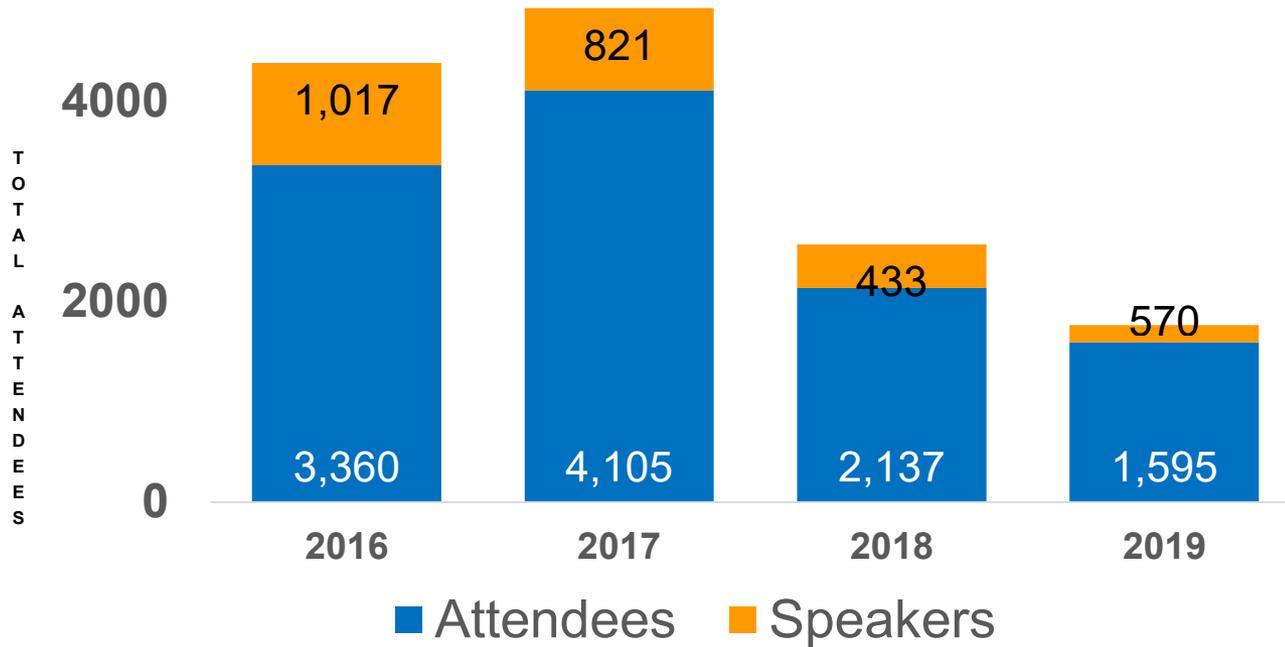
Events: PPHs, Workshops, En Bancs, etc.





# 1) Increase Awareness & Engagement

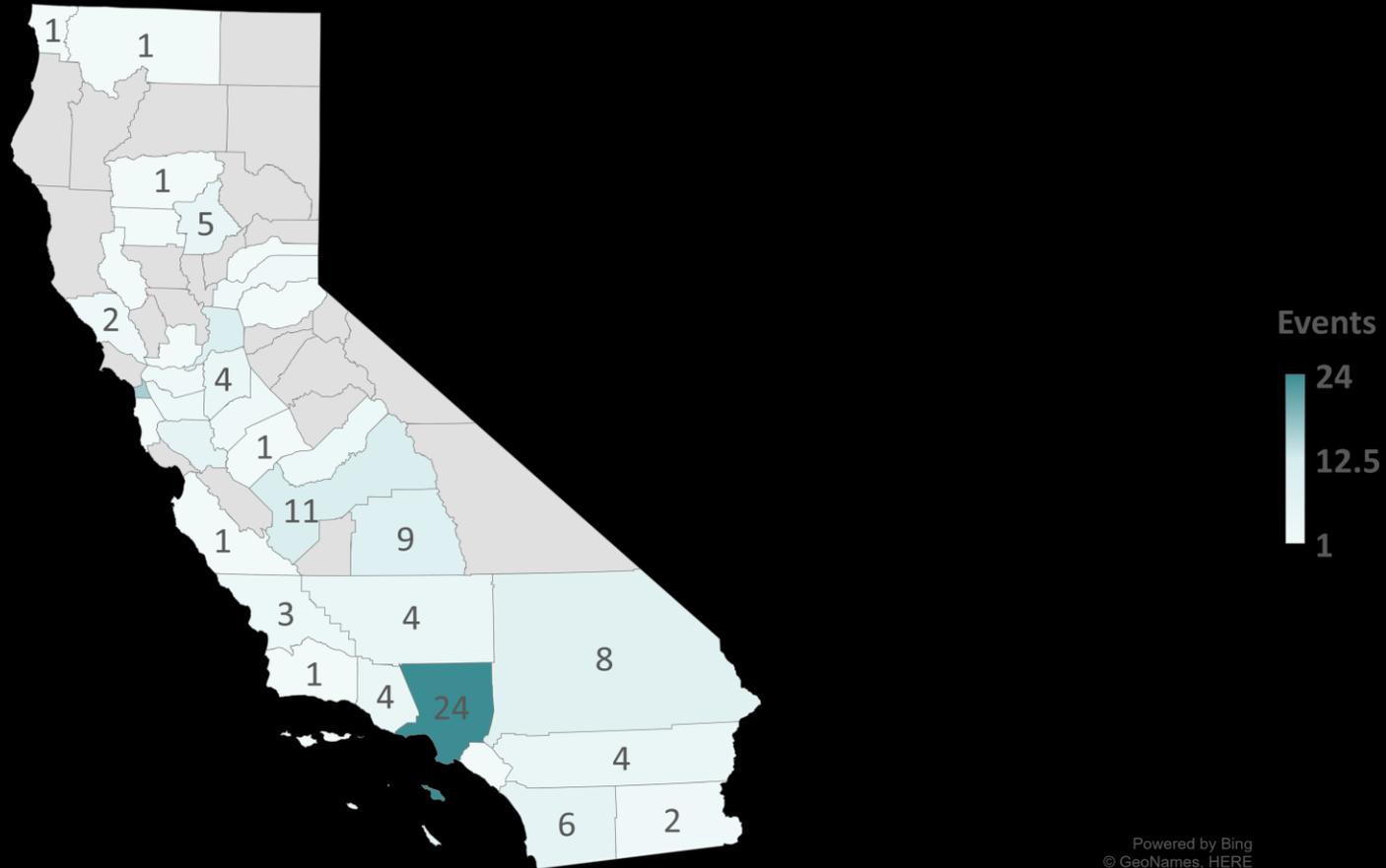
Events: PPHs, Workshops, En Bancs, etc.





# 1) Increase Awareness & Engagement

## January 2018 - September 2019



Powered by Bing  
© GeoNames, HERE





# 1) Increase Awareness & Engagement

## Public Participation Hearing Example:

PG&E General Rate Case

Total Public Participation Hearings: 17

Total Attendees: 474

Total Speakers: 204

Total Webcast Views: 305

Total Listen-Only Phone Line Callers: 24

### July 9: San Francisco, 1 p.m.

- Attendees: 28; Speakers: 14
  - Webcast: 51 (49 archive viewers); Listen-Only Phone Line: 16

### July 17: Stockton, 1 p.m.

- Attendees: 30; Speakers: 16

### July 17: Stockton, 6 p.m.

- Attendees: 16; Speakers: 4

### July 18: Chico, 1 p.m.

- Attendees: 60; Speakers: 38

### July 18: Chico, 6 p.m.

- Attendees: 60; Speakers: 28

### July 24: Oakland, 1 p.m.

- Attendees: 50; Speakers: 29

### July 24: Oakland, 6 p.m.

- Attendees: 65; Speakers: 25

### July 25: San Jose, 1 p.m.

- Attendees: 7; Speakers: 3

### July 25: San Jose, 6 p.m.

- Attendees: 0; Speakers: 0

### July 26: San Luis Obispo, 1 p.m.

- Attendees: 19 ; Speakers: 5

### July 26: San Luis Obispo, 6 p.m.

- Attendees: 16; Speakers: 0

### July 31: Santa Rosa, 1 p.m.

- Attendees: 16; Speakers: 8
  - Webcast: 184; Listen-Only Phone Line: 8

### July 31: Santa Rosa, 6 p.m.

- Attendees: 30; Speakers: 11
  - Webcast: 70; Listen-Only Phone Line: 0

### August 13: Bakersfield, 1 p.m.

- Attendees: 35; Speakers: 9

### August 13: Bakersfield, 6 p.m.

- Attendees: 15; Speakers: 3

### August 14: Fresno, 1 p.m.

- Attendees: 12; Speakers: 8

### August 14: Fresno, 6 p.m.

- Attendees: 15; Speakers: 3





# 1) Increase Awareness & Engagement

- **As of August 2019:** Maintain an extensive database with more than 7,851 local government (LG) contacts and more than 1,490 community-based organizations (CBOs)
  - **2018:** 7,700 LG / 1,330 CBOs
  - **2017:** 7,000 LG / 650 CBOs
- **As of August 2019:** Outreach team held 396 meetings with local officials and community stakeholders
  - **2018:** 341
  - **2017:** 310
- **As of August 2019:** Outreach team participated in more than 167 community events (health, resource, and safety fairs; festivals, etc.)
  - **2018:** 173
  - **2017:** 145
- **As of August 2019:** Outreach team engaged in approximately 55,632 emails and 225 phone calls with stakeholders
  - **2018:** 62,000 emails / 300 calls
  - **2017:** 6,000 emails / 500 calls





# 1) Increase Awareness & Engagement

## Social Media as of August 2019

Agency/Individual Account	Followers Twitter	Followers Facebook	Followers Instagram	Followers LinkedIn	Followers YouTube
CPUC	17,015	1,739	1,163	8,031	398
CA Air Resources Board	14,175	No Account	306	3,969	656
CA Energy Commission	12,184	2,685	996	5,797	466
CA Independent System Operator	13,301	1,655	No Account	9,767	377
CalEPA	19,116	5,205	1,409	1,763	No Account
WA Utilities Commission	967	511	No Account	36	36
Oregon Public Utility Commission	303	8	No Account	No Account	7
N.Y. Dept. of Public Service	3,960	1,130	306	1,118	56

### Feb. 2018:

- Twitter: 14,938
- Facebook: 908
- YouTube: 274
- Instagram: 481

August 2019: Started Flickr Account: [flickr.com/CaliforniaPUC](https://www.flickr.com/photos/californiapuc/)





# 1) Increase Awareness & Engagement

## Internal Communication

- Design and coordinate Lunch & Learns for all CPUC offices
  - 2019: Conducted internal survey to learn what staff find most beneficial about Lunch & Learns
- Disseminate external newsletter to all staff
- Disseminate daily Newsclips to internal email subscribers; post on Intranet
- Prepare articles and employee profiles for internal blog and external newsletter





# Strategic Directive 09

## Communication and Engagement

1) Increase awareness of and engagement in the work of the CPUC, both internally and externally

**2) Communicate the CPUC's role in facilitating the safe, affordable, reliable and environmentally sound delivery of services by regulated entities to diverse stakeholders**

3) Provide the public with accurate information and documents in a timely manner

4) Support an organization-wide culture and core values through dialogue, critical thinking, learning, innovation, collaboration, and collegiality





## 2) Communicate CPUC's Role

### Disseminating Information

#### Press Releases:

- As of August 2019: 49
  - 2018: 91
  - 2017: 82

#### Blogs:

- As of August 2019: 18
  - 2018: 53
  - 2017: 45

#### Newsletter:

- As of August 2019: 19
  - 2018: 12
  - 2017: 3





## 2) Communicate CPUC's Role

### Disseminating Information

#### Op-Eds:

- **2019:**
  - Commissioner Rechtschaffen in *Utility Dive*: Redefining Utility Affordability: CPUC Pursues Broad Approach to Guide Decisions (September)
  - Commissioner Guzman Aceves in *Techwire*: CPUC Commissioner Warns Against Telecom Bill (August 2019)
  - Commissioner Guzman Aceves in the *Fresno Bee*: California PUC Works to Rid Solar of Unscrupulous Sellers (April 2019)
  - Commissioner Guzman Aceves in the *Fresno Bee*: Low Income Valley Towns Get Pilot Projects for Clean Energy at 2,000 Households (January)
  - Commissioner Rechtschaffen in *Utility Dive*: CPUC Commissioner: 'Creating a New Risk Evaluation Paradigm' in the Face of California's Wildfires (January)
- **2018:**
  - Former Commissioner Carla J. Peterman in *CalMatters*: All Electricity Customers Need a Fair Playing Field (October)
  - Former President Michael Picker in *CalMatters*: Biomass Electricity Isn't Cheap, Won't End Wildfires (September)
  - Commissioner Randolph in *Utility Dive*: Powering California's Future: What Role Does Natural Gas Play as We Move Toward Nearly GHG-Free Electricity? (August)
  - Commissioner Guzman Aceves in *East Bay Times*: All Californians Deserve Cleaner Low-Cost Power (July 2018)
  - Commissioner Randolph in *Utility Dive*: Assuring Grid Reliability in California (June)
  - Former President Michael Picker in *Sacramento Bee*: Choice is Here for California's Energy Consumers. What's Next? (May)





# Strategic Directive 09

## Communication and Engagement

1) Increase awareness of and engagement in the work of the CPUC, both internally and externally

2) Communicate the CPUC's role in facilitating the safe, affordable, reliable and environmentally sound delivery of services by regulated entities to diverse stakeholders

**3) Provide the public with accurate information and documents in a timely manner**

4) Support an organization-wide culture and core values through dialogue, critical thinking, learning, innovation, collaboration, and collegiality





# 3) Accurate and Timely Information

<b>Public Advisor Assistance</b>	<p>As of August 2019: 8,498 consumer contacts</p> <ul style="list-style-type: none"><li>- 5,283 comments</li><li>- 3,215 requesting procedural help and/or assistance with other issues</li></ul> <p>2018: Approximately 10,600</p> <ul style="list-style-type: none"><li>- 6,400</li><li>- 4,200</li></ul> <p>2017: Approximately 14,000</p> <ul style="list-style-type: none"><li>- 11,000</li><li>- 3,000</li></ul> <p>As of August 2019: Reviewed 209 utility customer notices</p> <p>2018: 228</p> <p>2017: 225</p>
<b>Incoming Inquiries to News Branch</b>	<p>As of August 2019: Approximately 500 (reporters, consumers, utilities, analysts, etc.)</p> <p>2018: Approximately 700 (reporters, consumers, utilities, analysts, etc.)</p> <p>2017: Approximately 600 (reporters, consumers, utilities, analysts, etc.)</p>





# 3) Accurate and Timely Information

## Consumer Affairs Branch (CAB) Assistance to Consumers (2018)

<b>800 Number Contacts Received</b>		
Interactive Voice Response (IVR) Calls		160,359
Calls from IVR Handled by CAB Representative		34,380
<b>Written Contacts Received</b>		
Complaints (Non-LifeLine)		5,635
LifeLine (Appeals, Billing, Other)		2,876
Consumer Concerns, Inquiries, Misdirected		3,165
<b>Refunds</b>		
All industries		\$1,034,042

Quality Management Team reviews cases prior to closure to ensure accuracy of entries and coding.

Cases usually resolved within 30-45 calendar days (utilities have 30 calendar days to respond to informal complaints).





# 2019/2020 Initiatives

- Revamping brochures and fact sheets
- Developing multimedia team (audio/video outreach materials)
- Website re-design
- Bill insert evaluation
- Online Comment Portal
- Evaluation of how public comment is treated in proceedings





# Strategic Directive 09

## Communication and Engagement

1) Increase awareness of and engagement in the work of the CPUC, both internally and externally

2) Communicate the CPUC's role in facilitating the safe, affordable, reliable and environmentally sound delivery of services by regulated entities to diverse stakeholders

3) Provide the public with accurate information and documents in a timely manner

**4) Support an organization-wide culture and core values through dialogue, critical thinking, learning, innovation, collaboration, and collegiality**





## 4) Culture and Core Values

- **Accountability**

- Audits performed to provide transparency and enable public scrutiny
- State Leadership and Accountability reporting to identify weakness so that we may learn and improve
- Strategic Directives reporting to take ownership, demonstrating leadership and courage





## 4) Culture and Core Values cont.

### • Excellence

- Staff recognition awards taking pride in our work and continually seeking to improve
- Recognized as guest speakers of innovation and expertise throughout the U.S.
  - As welcome to new challenges
  - Which produce well-reasoned, evidence-based decisions, resolutions, and other work products
  - Working with initiative and creativity across programs and Divisions to achieve agency objectives





## 4) Culture and Core Values cont.

- **Integrity**

- Annual reports to the Legislature conducting the work objectively and placing the public interest first
- CPUC annual report to the Commissioners demonstrating professionalism and ethical implementation of decisions





## 4) Culture and Core Values cont.

- **Open Communication**

- Meeting with all staff, managers and supervisors, Directors, liaisons, listening to, and communicate with, an open mind
- Safety meetings lead with a caring attitude and respectful tone and soliciting input from those with relevant expertise
- Newsletter, daily Newsclips (via email and posted to Intranet) sharing relevant and timely information





## 4) Culture and Core Values cont.

### • Stewardship

- Reorganization of CPUC to allocate resources to high-priority objectives that deliver real value to Californians
- Hiring staff dedicated to sustainability demonstrating commitment to the health and safety of Californians
- An ongoing effort to elevate California by advancing economic growth, environmental quality, and opportunity for all
- Prevent unintended consequences to California's regulated entities by minimizing the costs and adverse economic impacts of regulatory actions, while encouraging innovation, competition, and improving consumer choice in the services for their utilities
- Advancing Public Health and Safety, Sustainable Economic Development, Environmental Stewardship, and Sustainable Resources Use, which preserves the natural environment
  - Aligning public resources and regulations to simultaneously advance equity, prosperity, and sustainability
  - Developing inclusive and resilient communities and regions with sustainable urban communities and rural communities, vibrant urban economies with vibrant rural economies, equitable and just economies for all





# Compliance with Strategic Directive-09

- CPUC staff believe the organization is substantially in compliance with SD-09.





# Questions?

